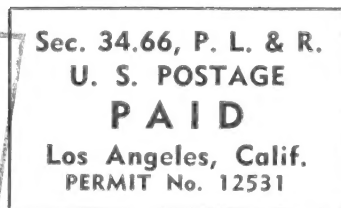
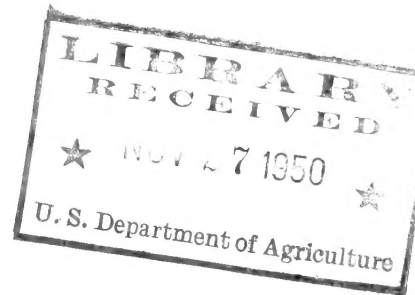
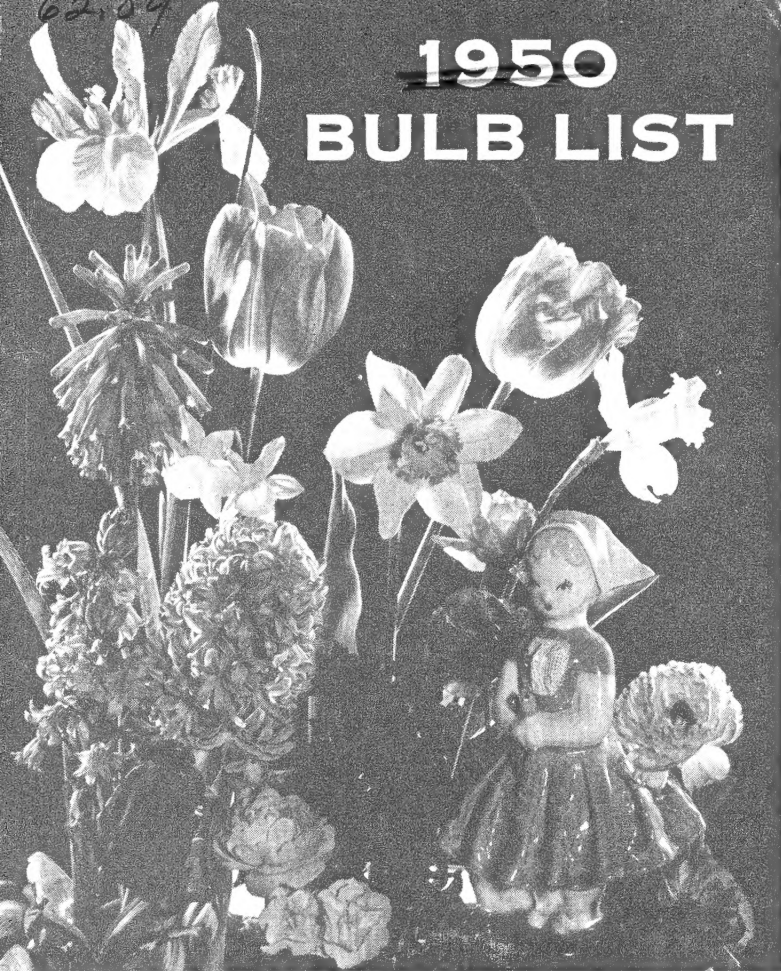


Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

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PAUL J. HOWARD'S CALIFORNIA FLOWERLAND
11700 National Blvd., Los Angeles 64, California

RETURN POSTAGE GUARANTEED

Paul J. Howard's Wonderful New Iris

EXTRAVAGANZA. One of the most beautiful Iris yet introduced, of elegant form and strikingly contrasting colors, like an exotic orchid. Standards are ivory cream, boldly displayed above falls of iridescent copper, lavender and violet. Very fragrant, very late, grows 40 inches tall. **Each \$5.50.**

APPOINTEE. The only Iris in this color range—falls are tinted lime green, standards are large, somewhat ruffled, yellowish green; 4 ft. tall. **Each \$1.00, 3 for \$2.50.**

BLUE SHIMMER. Exquisite white flower with shading and pencilling of soft blue on falls and standards. **Each \$1.50, 3 for \$3.75.**

DIXIE BELLE. A large white flower with yellow hafts and beard, so deeply ruffled it seems corrugated. Well branched plant, free flowering. **Each \$2.50, 3 for \$6.50.**

ELMOHR. One of the showiest and most popular, immense mulberry red flowers on 3 ft. stems. **Each 75c, 3 for \$2.00.**

LOUVOIS. Known in France as the **Brown Velvet Iris**, because of its rich brown mahogany falls with prominent buff yellow margin. Standards are light chocolate brown. **Each 60c, 3 for \$1.50, dozen \$6.00.**

OLA KALA. Judged the most popular Iris for the past three years. Standards and falls brilliant orange yellow, semi-flared and slightly ruffled. **Each \$1.50, 3 for \$3.75.**

SABLE. Lustrous deep blue-black violet blooms with blue beard, on strong, well-branched stems. **Each 75c, 3 for \$2.00.**

SOLID MAHOGANY. Very large, elegantly formed flower of translucent ruby-red, the finest red available today. **Each \$3.00, 3 for \$7.50.**

TOURNAMENT QUEEN. Huge showy blooms of rich fuchsia tone, with broad flaring standards and falls spreading to 7 inches or more. Fragrant, early and hardy. **Each \$2.00, 3 for \$5.00.**

COLLECTION of NOVELTY IRIS—One each of the above Unique Iris
\$19.10 value, for \$15.00.

ALL IRIS SENT POSTPAID UP TO
AND INCLUDING 4TH POSTAL ZONE.

Popular Hardy Iris of Great Beauty and Vigor

ALICE HARDING. Large soft yellow blooms on branched stems; nearly everblooming. **Each 35c, 3 for 90c, dozen \$3.50.**

ANNE MARIE CAYEUX. Beautifully blended tones of rosy heliotrope, greyish amber and orange, with iridescent cast. **Each 50c, 3 for \$1.25, dozen \$4.50.**

BLUE CRYSTAL. Giant light blue, especially fine for warm sections. **Each \$1.00, 3 for \$2.50.**

CARVED IVORY. Beautifully formed ivory white blooms on well branched stems. **Each 50c, 3 for \$1.25, dozen \$4.50.**

CHARMEUR. Popular light orchid pink. **Each 35c, 3 for 90c, dozen \$3.50.**

CHINA BOY. Huge reddish bronze and brown, on tall stems. **Each \$1.00, 3 for \$2.50.**

ECLADOR. Rich golden yellow, free flowering. **Each 50c, 3 for \$1.25, dozen \$4.50.**

FRANCHEVILLE. One of the most strikingly beautiful Iris we grow. Giant flowers with lilac standards and reddish purple falls shaded brown. **Each \$1.00, 3 for \$2.50.**

GENEVIEVE SEROUGE. Massive blooms of tawny yellow flushed pale blue, falls lilac and blue, edged yellow. **Each 50c, 3 for \$1.25, dozen \$4.50.**

FLOWERLAND COLLECTION

In this collection we have included some of our choicest Iris, outstanding for color, vigor and free blooming habit.

ALICE HARDING. Yellow.....	35
CARVED IVORY. Ivory white.....	50
CHARMEUR. Orchid pink.....	35
ANNE MARIE CAYEUX. Heliotrope, amber.....	50
HERMIONE. Bronze and heliotrope, maroon.....	50
LOS ANGELES. White, blue edge.....	50
MINISTRE FERNAND DAVID. Reddish purple.....	50
INDIAN CHIEF. Velvety crimson.....	50
SAN GABRIEL. Large lavender mauve.....	35
ZAMPA. Metallic blue.....	50

1 each of the above 10 Iris
for only \$3.00.
3 each (30 plants) for only \$8.25.

Paul J. Howard's Magnificent New IRIS MRS. RICHARD GORHAM

An exceptional new seedling especially adapted to Southern California gardens. In color it is a pleasing combination of blues—the falls bright campanula blue, veined white in the throat, with yellow beard; the standards an enchanting sky blue. The fragrant flowers are of immense size, wonderful substance, slightly flaring, and appear on sturdy 3½ ft. stems, fairly early in season.

INTRODUCTORY PRICE, EACH \$6.50

GRACE MOHR. One of the most popular Iris—tall, lovely pale lilac veined deep violet. **Each 75c, 3 for \$1.75, dozen \$6.50.**

HERMIONE. A rich blend of bronze and heliotrope, with falls of mahogany and yellow, marked brown. **Each 50c, 3 for \$1.25, dozen \$4.50.**

INDIAN CHIEF. Large showy red, falls deep crimson, standards rosy red. **Each 50c, 3 for \$1.25, dozen \$4.50.**

LOS ANGELES. An old favorite and still one of the best—large white, faintly edged blue. **Each 50c, 3 for \$1.25, dozen \$4.50.**

LUX. Shimmering old gold, apricot rose and carmine. **Each 75c, 3 for \$1.75, dozen \$6.50.**

MINISTRE FERNAND DAVID. Standards rich reddish purple, falls deeper glowing red-purple. **Each 50c, 3 for \$1.25, dozen \$4.50.**

NEMO. Outstanding big showy violet blue of rich fragrance. **Each 75c, 3 for \$1.75, dozen \$6.50.**

PALE MOONLIGHT. Lovely tall pale blue. **Each 35c, 3 for \$1.00, dozen \$3.50.**

PURISSIMA. Giant, perfectly formed pure white. **Each 50c, 3 for \$1.25, dozen \$4.50.**

SAN GABRIEL. Lustrous lavender flushed rosy mauve; fragrant, vigorous. **Each 35c, 3 for 90c, dozen \$3.50.**

SNOW FLURRY. One of the finest white Iris grown. Pure white, faintly flushed ice blue, both falls and standards deeply ruffled and frilled. Tall, early, fragrant. **Each \$1.25, 3 for \$3.25.**

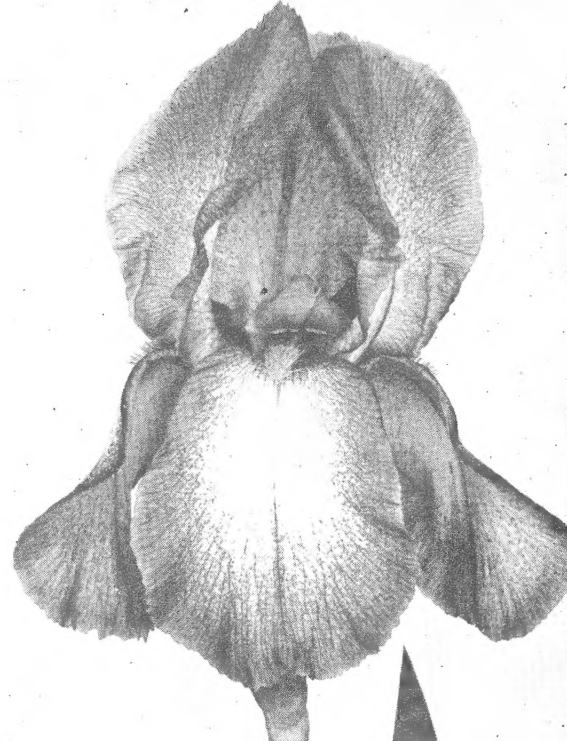
WILLIAM A. SETCHELL. One of the largest, flowers often measure 6 inches across, yet of fine form, rich royal purplish blue; free flowering. **Each 75c, 3 for \$2.00, dozen \$7.50.**

ZAMPA. Standards and falls of rich metallic blue; free flowering. **Each 50c, 3 for \$1.25, dozen \$4.50.**

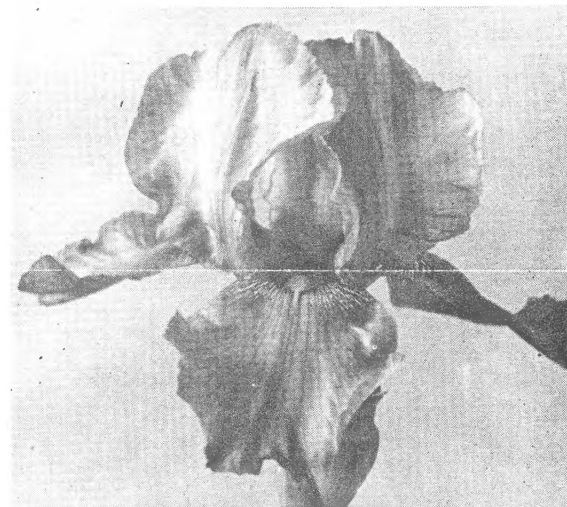
Paul J. Howard's BARGAIN IRIS ASSORTMENT

This assortment includes many French Hybrid Iris, as well as older popular ones, all grown in our own fields, a grand collection for mass planting and extensive borders.

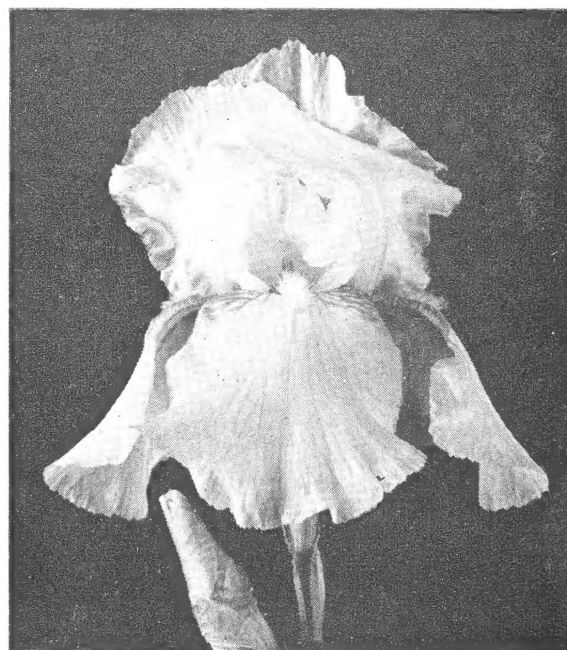
12 VARIETIES ONLY \$2.00
Each one different, unlabelled
Prepaid through 4th postal zone
100 PLANTS FOR \$15.00



BLUE SHIMMER



TOURNAMENT QUEEN



DIXIE BELLE

Paul J. Howard's RANUNCULUS

Huge double silken blooms in brilliant shades, long lasting in the garden and as cut flowers.

Plant in full sun, in well drained soil, after October first. Soak a few hours in water, or start in moist sand. Set bulbs with prongs down, 6 to 12 inches apart, and cover about one inch.

Red, Orange, Yellow and Pink Shades, White, and California Flowerland Mixture of these shades.

Jumbo Bulbs: Dozen \$1.50, 100 for \$10.00

Large Size: Dozen 75c, 100 for \$5.00

ANEMONES

Brilliant poppy-like flowers, lovely as cut flowers. Culture same as for Ranunculus, setting bulbs pointed side down.

BLUE POPPY. Violet blue, black center.

HIS EXCELLENCY. Scarlet, black center on white base.

THE BRIDE. White, greenish white center.

ROSEA. New rose shades.

CALIFORNIA FLOWERLAND MIXTURE of Above Shades.

Extra Large Bulbs: Dozen \$1.00, 100 for \$8.00



ANEMONES



CALIFORNIA FLOWERLAND RANUNCULUS

GLORY OF THE SUN

Leucocoryne xixioides odorata. Fragrant blue star-shaped flowers, for edgings, massing and rock gardens. Plant 3 inches deep, 4 to 6 inches apart. **Dozen \$1.50, 100 for \$10.00.**

STAR OF BETHLEHEM

Ornithogalum arabicum. Clusters of starry white flowers with black centers, long lasting as cut flowers. **Extra Large Bulbs: Dozen \$1.35, 100 for \$8.00.**

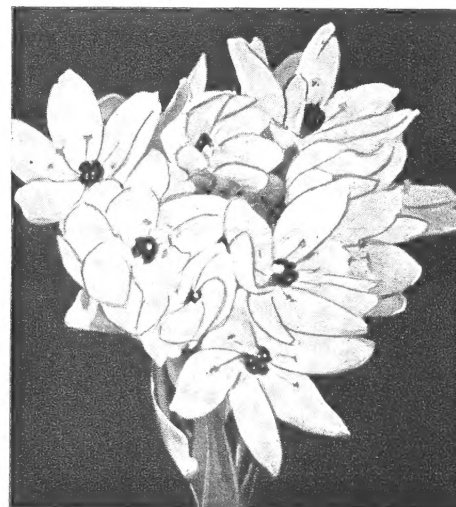
SPRING SNOWFLAKES

Leucojum vernum. Spikes of small white bells, tipped green. Set bulbs 3 inches deep, 3 to 8 inches apart. **Dozen \$1.50, 100 for \$10.00.**

GIANT HYBRID AMARYLLIS

Separate shades of **Crimson, Scarlet, White** with stripes of pink and crimson, also **Near White.** Each **\$1.00, 3 for \$2.75, dozen \$10.00. MIXED COLORS: Each 75c, 3 for \$2.00, dozen \$7.50.**

CULTURE: Plant Amaryllis in rich soil, with neck of bulb just above the surface. Bulbs planted too deep will not bloom. Outdoors, they require a sunny exposure. For pot culture, use a 7 or 8-inch pot, with light friable soil mixture. Keep in cool shade until roots develop, then remove to sunny situation or to living room window. Bulbs ready in November, may be planted until April first.



STAR OF BETHLEHEM



SPRING SNOWFLAKES

MAIL ORDERS

ALL PACKET SEEDS and ALL SMALL BULBS: Anemone, Ranunculus, Freesia, Crocus, Oxalis, Dutch Iris, Tigridia, Ixia, Sparaxis, Tritonia, Leucocoryne, Scilla, etc., sent prepaid anywhere in the United States.

ALL OTHER BULBS: Daffodils, Narcissus, Jonquils, Hyacinths, Tulips, Lilies, Amaryllis, Calla, Ornithogalum, Gladiolus, Tuberose, Watsonia—Prepaid up to and including 4th postal zone. (This area includes all of California, Arizona,

Nevada, Western New Mexico, Southern Oregon and Southern Utah.)

FREE DELIVERY in Los Angeles Area. Less than 6 Bulbs of any variety or color take the **each or 3 rate.** 50 Bulbs of a variety or color may be ordered at the 100 rate. Please add 3% sales tax to all orders to be sent anywhere in California, 3½% sales tax in Los Angeles.

We do not ship C.O.D. Orders.

PAUL J. HOWARD'S CALIFORNIA FLOWERLAND
11700 National Blvd., Los Angeles 64, California

California Flowerland

GIANT FRAGRANT FREESIAS

Plant in full sun or partial shade, 5 to 6 inches apart, 2 inches deep. Keep soil moist but not too wet.

Pure White, Golden Yellow, Blue, Lavender, Pink, Bright Red.
Extra Large Bulbs: Dozen \$1.00, 100 for \$7.50

CALIFORNIA FLOWERLAND GIANT FREESIAS IN MIXTURE
Dozen 85c, 100 for \$6.00

NEW DOUBLE FREESIAS. Fragrant double blooms in graceful sprays.

ELDER'S JUDY. Double Yellow, and DOUBLE WHITE.

Dozen \$1.00, 100 for \$7.50

IXIAS

Clusters of strikingly showy flowers, star or cup-shaped. Beds of Ixia, planted in front of our portico, furnished brilliant displays of color for many weeks. Plant in sun or half-shade, in well drained soil, cover one inch.

Afterglow. Carmine and orange.

Bridesmaid. White, red center.

Englishton. Carmine, dark center.

Emperor of China. Yellow, shaded brown.

Vulcan. Crimson and orange.

Dozen 75c, 100 for \$5.00

GREEN IXIA. (*Ixia Viridiflora*) Unique flowers of pale green with black throat, on tall stems. Dozen \$2.00, 100 for \$15.00.

TIGRIDIA

Mexican Shell Flower. Among the oddest and most striking flowers grown. Blooms are large, with three pointed petals, marked and spotted on ground of rose, scarlet, orange, yellow, peach, wine red and white. Bulbs ready in February. Dozen \$1.75, 100 for \$12.00.

TUBEROSES

Mexican Single. Spikes of fragrant waxy white flowers. Bulbs ready in February. Dozen 75c, 100 for \$5.00.

Double Pearl. Double flowers of richest fragrance. Dozen \$2.00, 100 for \$15.00.

FLOWER SEEDS

For Ground Covers, Borders

ALYSSUM. Carpet of Snow. White, 3 inches high. Violet Queen. Pkt. 25c, oz. 85c.

BELLIS. English Daisy. Crimson, Rose, White, and Mixed Colors. Pkt. 25c.

CANDYTUFT Umbellata. Crimson, Flesh Pink, Rose, Lilac, White, and Mixed Colors. Pkt. 25c, 1/2 oz. 50c.

NEMESIA Nana Compacta. Mixed Colors. Pkt. 25c.

VIOLA Cornuta. Light Blue, Dark Blue, Yellow, White, Apricot, Ruby Crimson, Mixed Colors. Pkt. 25c.

VIRGINIA STOCK. *Malcolmia maritima*. Mixed Colors. Pkt. 25c, 1/2 oz. 50c, oz. 90c.

SPARAXIS

Slender spikes of funnel-shaped flowers, brilliantly colored and oddly marked, somewhat resembling Ixias, requiring the same culture. **Mixed Colors.** Dozen 75c, 100 for \$5.00.

TRITONIA CROCATA

(**Flame Freesia.**) Beautiful wide open flowers in long stemmed sprays, like Freesia, in vivid colors. Long lasting as cut flowers and in the garden. Culture same as Freesias. **Mixed Colors.** Dozen 75c, 100 for \$5.00.

BABY GLADIOLUS

Slender spikes of butterfly-like flowers. Plant 2 inches deep in sandy loam, in sun.

Peach Blossom. Pink.

Spitfire. Scarlet.

The Bride. White.

Mixed Colors.

Dozen \$1.25, 100 for \$9.00

WATSONIA

Tall slender flower spikes and gladiolus-like foliage; ideal for background planting and for cutting. May be left in the same situation for years. Plant 4 inches deep.

Adelaide, rose pink.

Lara, fuchsia red.

Malvern, orchid.

Mrs. Bullard's White.

J. J. Dean, rose.

Dazzler scarlet, blooms in winter and early spring.

Dozen \$1.50, 100 for \$10.00

CALIFORNIA WILD FLOWER SEEDS

CALIFORNIA POPPY. *Escholtzia Auran-tiaca.* Pkt. 25c, oz. 45c, lb. \$4.50.

LUPINUS Nanus. Blue Bonnet. Pkt. 25c, oz. \$1.00.

NEMOPHILA. Baby Blue Eyes. Pkt. 25c, 1/2 oz. 60c, oz. \$1.00.

CALIFORNIA WILD FLOWER MIX-TURE. Pkt. 25c, oz. 80c, lb. \$7.00.



GIANT FREESIAS

Low Growing Bulbs For Borders

CROCUS. Earliest of all bulbs to bloom, large cup-shaped flowers on short stems. Grow in half-shade in the garden, or in pots. **Purple, White, Yellow, Striped.** Dozen 75c, 100 for \$5.00.

SCILLA CAMPANULATA. (Wood Hyacinth) Clear blue bells on 10-inch stems. Plant 4 inches deep. Dozen 75c, 100 for \$5.00.

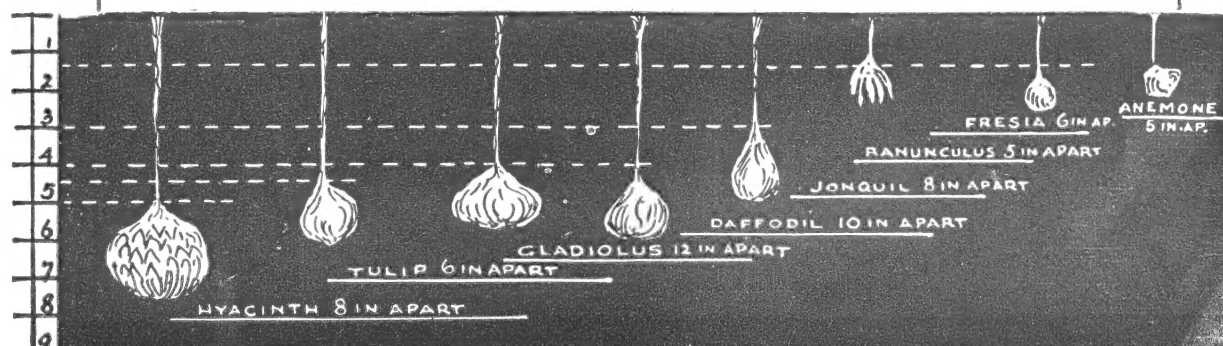
MUSCARI CONICUM. (Grape Hyacinth) Short spikes of small bright blue blooms in early spring. Culture same as Freesias. Dozen 75c, 100 for \$5.00.

MUSCARI PLUMOSUS. (Feather Hyacinth) Broad spikes of deep blue feathery blossoms, attractive and unusual. Dozen 75c, 100 for \$5.00.

OXALIS. For massing in shade, for pots or hanging baskets indoors. Very easily grown. **Grand Duchess White, Pink, Lavender, Bermuda Buttercup—yellow, and Bowiei—bright pink.** Dozen 50c, 100 for \$3.50.

BULB PLANTING CHART

This chart shows average depth to plant. In heavy soils, do not cover quite so deeply.



TELEPHONES

Los Angeles, Westwood, Pasadena,
Beverly Hills, Hollywood, etc.
TEXAS 02951

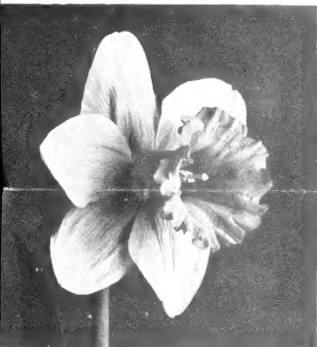
West Los Angeles
ARIZONA 31171

Santa Monica
EXBROOK 72118

Paul J. Howard's DAFFODILS and NARCISSUS



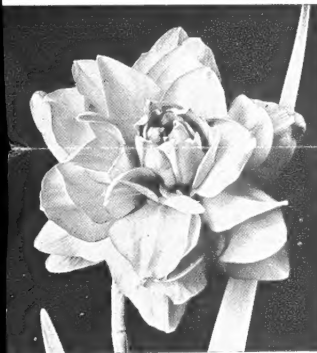
KING ALFRED DAFFODILS



MRS. R. O. BACKHOUSE, the Pink Daffodil



MOONSHINE DAFFODILS



Double Daffodil CHEERFULNESS



GIANT FRAGRANT HYACINTH

California Flowerland GLADIOLUS

Make plantings monthly from December until April, for continuous show of bloom all spring and summer. Bulbs ready in November.

ABU HASSAN. Deep violet blue.
BAGDAD. Large smoky old rose.
BEACON. Rosy scarlet, cream throat.
BIT O'HEAVEN. Deep orange, yellow throat.
BURMA. Large ruffled deep rose, outstanding.
DR. F. E. BENNETT. Fiery scarlet, white stripe on lower lip; tall straight spike.
ELIZABETH THE QUEEN. Ruffled lavender.
KING LEAR. Ruffled deep reddish purple.
MARGARET BEATON. White, crimson blotch.
MYRNA. Early ruffled buff cream, yellow throat.
PICARDY. Salmon pink, large, fine form.
PURPLE SUPREME. Tall bright purple, silvery edge.
SNOW PRINCESS. Large pure white.
SONATINE. Immense flesh pink, very tall, early.
STOPLIGHT. Brilliant deep red, ruffled.
SURFSIDE. Lovely ruffled buff white, lavender markings.
VAGABOND PRINCE. Garnet brown with red throat.
WHITE GOLD. Huge creamy white, golden throat.
CALIFORNIA FLOWERLAND MIXTURE. A blend of the above varieties and many choice European novelties.

PRICE: Dozen \$1.00, 25 for \$1.85, 100 for \$7.00

All Bulbs offered are Giant or Jumbo Double Nose size, except as noted

PLANTING INSTRUCTIONS: Set bulbs from 4 to 6 inches deep, depending on whether soil is heavy or light—deeper if soil is light. It should be moist and workable, with some bone meal spooned in, but do not mix manure in soil where bulbs are to be planted. Water thoroughly after planting, and mulch with peat or leaf mold. Then do not water again until leaves appear above the ground. Light shade is best for bulbs. Narcissus should be planted in October and November, to give bulbs a good start.

LARGE TRUMPET DAFFODILS

BEERSHEBA. Huge white trumpet blooms. Each 75c, 3 for \$2.00, dozen \$7.50.
DAWSON CITY. Large golden yellow. 3 for \$1.00, dozen \$3.50, 100 for \$25.00.
GOLDEN HARVEST. Early tall massive golden yellow. 3 for \$1.00, dozen \$3.50, 100 for \$25.00.
KING ALFRED. Giant golden yellow, vigorous, free flowering. Mammoth solid Jumbo Bulbs: 3 for 85c, dozen \$2.75, 100 for \$18.00.
Extra Large Bulbs: Dozen \$1.75, 100 for \$12.00.
MRS. R. O. BACKHOUSE. The Pink Daffodil. Lovely ivory white petals, long fringed trumpet of apricot pink. Each 75c, 3 for \$2.00, dozen \$7.50.
PRESIDENT LE BRUN. Beautiful bicolor—deep yellow trumpet tinged orange, petals pure white. 3 for 85c, dozen \$2.75, 100 for \$18.00.
SILVER STAR. Creamy white, primrose yellow trumpet. 3 for \$1.00, dozen \$3.50, 100 for \$25.00.
TUNIS. Ivory white, crown edged gold. 3 for \$1.00, dozen \$3.50.

California Flowerland DAFFODIL MIXTURE

This assortment is made up of top quality Daffodils, including many novelty as well as popular named ones, and choice seedlings, selected for a long blooming season and strong growth. For mass planting of large areas, and for naturalizing, you can obtain no better mixture.

Dozen \$1.75. 100 for \$12.50. (50 at the 100 rate).

SMALL FLOWERED NARCISSUS

ANGELS' TEARS. (Triandrus Albus) Exquisite little white flowers in drooping clusters, with reflexed perianth. 3 for \$1.00, dozen \$3.50.
BULBODIUM CONSPICUOUS. Yellow Hoop Petticoat. Small yellow bell-shaped flowers. 3 for 45c, dozen \$1.50.
FEBRUARY GOLD. Very early yellow, with yellow trumpet fringed orange. 3 for 55c, dozen \$2.00, 100 for \$15.00.
MOONSHINE. Exquisite star-shaped creamy flowers in pendant clusters. 3 for \$1.00, dozen \$3.50, 100 for \$25.00.

FRAGRANT JONQUILS

Dainty golden yellow, like miniature Daffodils, several to a stem, charming for massing and borders.
GOLDEN PERFECTION. Beautifully formed golden yellow blossoms, new large type. 3 for 75c, dozen \$2.50, 100 for \$17.50.
JONQUILA SIMPLEX. (Queen Anne's Daffodil) Small fragrant golden yellow. Dozen \$1.50, 100 for \$10.00.
CAMPERNELLE SINGLE. Deep yellow. Dozen \$1.50, 100 for \$10.00.
CAMPERNELLE DOUBLE. Several small double yellow blooms to a stem. Dozen \$2.00, 100 for \$15.00.
DOUBLE NARCISSUS
CHEERFULNESS. Clusters of fragrant double white blossoms. Dozen \$1.75, 100 for \$12.50.
IRENE COPELAND. One of the most striking; large double creamy white petals interspersed with lemon and orange yellow. 3 for \$2.00, dozen \$7.50.
TWINK. Large double primrose yellow and orange, early. 3 for 90c, dozen \$3.00, 100 for \$22.50.

Paul J. Howard's NOVELTY DUTCH IRIS

A new strain of Giant Dutch Iris, with many new shades and combinations of color, lovely for massing in the garden and for cut flowers.

ARTHUR BRIET. Purple blue, bronze lip spotted orange.
AVIAEUR. Purple blue, lip cornflower blue.
BELLE JAUNE. Yellow with deeper golden lip.
BLUE CHAMPION. Enormous brilliant blue.
BRONZE BEAUTY. Purple blue, olive green lip spotted orange.
BRONZE QUEEN. Bronze shaded blue, blue lip spotted orange.
DELFT BLUE. Very large self blue.
KING MAUVE. Immense violet mauve.
LE MOGOL. Deep bronze with olive lip, late.
PRINCESS BEATRICE. Fine deep yellow.
PRINCESS IRENE. White with golden yellow lip.
WHITE PEARL. Large pure white, yellow spot on lip.

Price of the Above New Dutch Iris: 3 for 65c, dozen \$1.95, 100 for \$15.00

ALASKA. New giant yellow.
WEDGEWOOD. Luscious large clear blue, early.
WHITE EXCELSIOR. One of the best pure white.

The Above 3 Dutch Iris: Dozen \$1.25, 100 for \$8.50

California Flowerland Iris Kaempferi

Beautiful open form, broad silky petals and richest coloring distinguish these Hardy Iris Kaempferi. They bloom freely from May to July, have handsome foliage, and are showiest when planted in masses, along borders, or near a pool.

Plant Iris Kaempferi in good garden soil mixed with peat moss or leaf mold, in full sun or partial shade. Give the plants plenty of water during their growing season, from early spring to fall. Plant any time from late fall until late spring.

We offer a Mixture of all shades, single and double Iris Kaempferi, from our own fields. 3 for \$1.00, dozen \$3.00, 100 for \$20.00.

All Iris sent prepaid, up to and including the 4th postal zone.

Paul J. Howard's BEDDING PLANTS in Plant Bands

Each Plant with its own well developed root system, stronger, easier to plant. Simply slit one corner of the band, slip off, and plant.

Most Annual Varieties, 25 for 95c, 100 for \$3.50.

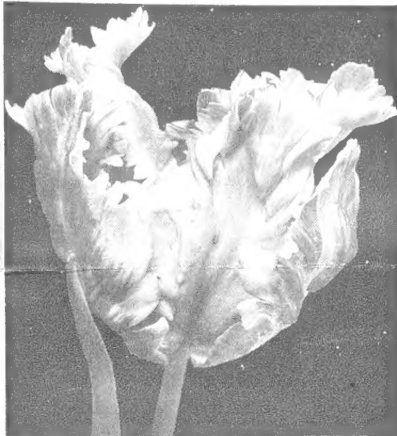
All Bedding Plants shipped at Purchaser's expense. Minimum Order \$2.00. No C.O.D. Orders.

California Flowerland TULIPS

GIANT TALL-STEMMED TULIPS Selected for Southland Gardens

CLARA BUTT. Soft salmon rose.
DILLENBURG. Showy orange red, edged bronze yellow.
FARNCOMBE SANDERS. Scarlet, white base.
KING HAROLD. Rich crimson maroon.
MOTHER'S DAY. Soft lemon yellow.
MRS. KRELAGE. Lilac rose with silvery edge; inside rose pink.
PRIDE OF HAARLEM. Cherry red, blue base.
QUEEN OF THE NIGHT. Very large deep maroon.
RED MASTER. The red "Pride of Haarlem".
THEMIS. Fine pure white.
WILLIAM COPELAND. Bright lavender, early.
YELLOW EMPEROR. Large golden yellow, ivory stamens.
MIXED TULIPS.

The Above Varieties at New Low Prices:
3 for 50c, dozen \$1.50, 100 for \$10.00



THE LOVELY BLUE PARROT TULIP

Fantastic Parrot Tulips

Of Marvelous Form and Brilliant Coloring.
For Striking Flower Arrangements

BLUE PARROT. Large bright violet flushed steel blue; tall strong stems. 3 for 50c, dozen \$1.50, 100 for \$10.00.
DISCOVERY. Rosy pink, lighter at edges, beautifully striped and feathered. 3 for 75c, dozen \$2.00, 100 for \$15.00.
FANTASY. Salmon pink with green markings on outer petals. 3 for 75c, dozen \$2.00, 100 for \$15.00.
FIREBIRD. Brilliant vermilion scarlet. 3 for \$1.00, dozen \$2.50, 100 for \$18.00.
ORANGE FAVORITE. Vivid deep orange flushed salmon. 3 for \$1.00, dozen \$2.50, 100 for \$18.00.

Paul J. Howard's NEW HYBRID LILIES FOR THE GARDEN

MID-CENTURY HYBRIDS. This strain was the subject of an article in the Saturday Evening Post last fall. Extremely hardy, disease resistant, the blooms vary in color from pale yellow, pinkish orange, to rich red and deep mahogany. Variable in form, height and time of blooming, too. ALL COLORS IN MIXTURE.

Mid-Century Lily — "ENCHANTMENT" (Pat. No. 562) One of the most brilliantly colored lilies grown, exceptionally vigorous and hardy. Beautifully formed blooms of vivid nasturtium red in big clusters. Plant 4 to 6 inches deep, in full sun.

HOLLYWOOD HYBRID LILY. An entirely new strain, with showy, star-shaped blooms in vivid shades of orange, yellow, mahogany red; magnificent in the garden.

Price of Above Hybrid Lilies:
Each \$2.25; 3 for \$6.50; dozen \$24.00



DUTCH IRIS

PAUL J. HOWARD'S

CHOICE FLOWER SEEDS for Winter and Spring Bloom

CALENDULA. Pacific Beauty Strain. Apricot, Cream, Lemon, Persimmon and Mixed Colors. Pkt. 25c.

CINERARIA

Giant Flowered Hybrids. Crimson and Carmine, Blue, Salmon, Maroon, White, and Mixed Colors. Pkt. 50c.

Stellata. Star-shaped flowers on tall plants. Pkt. 50c.

Cremor's Prize Mixture. Large flowerheads, heavy foliage. Pkt. 50c.

Siter's Rainbow Mixture. Huge heads of white centered flowers, small foliage. Pkt. 50c.

DELPHINIUM Pacific Giants

Black Knight, dark blue, dark bee; **Blue Jay,** medium blue, dark bee; **Blue Bird,** medium blue, white bee; **Comeliard,** lavender, white bee; **King Arthur,** deep violet, white bee; **Lancelot,** lilac, white bee; **Galahad,** pure white; **Summer Skies,** light blue, white bee; **Round Table,** Mixture of All Shades. Pkt. 50c.

NEW PINK DELPHINIUM, Astolat Series. An entirely new color range from pale pink, orchid pink to deep mulberry rose. Seed very scarce. Pkt. \$2.50, Large Pkt. \$5.00.

GAZANIA. California Flowerland Padre Hybrids. Large daisies, oddly marked and shaded, unusual art shades, bloom constantly. Pkt. 50c.



Paul J. Howard's PRIZE WINNING TULIPS

ADVANCE. Very tall red, flushed orange. 3 for 65c, dozen \$1.75, 100 for \$12.50.
ARISTOCRAT. Beautiful long flowers of soft rose. 3 for 75c, dozen \$2.00, 100 for \$15.00.
CITY OF HAARLEM. Scarlet, center blue-black. 3 for 65c, dozen \$1.75, 100 for \$12.50.
DIDO. Orange red shaded carmine and salmon orange, with green border. 3 for 65c, dozen \$1.75, 100 for \$12.50.
DORRIE OVERALL. Outstanding novelty Tulip, deep petunia purple. 3 for 90c, dozen \$2.50, 100 for \$17.50.
DUKE OF WELLINGTON. Finest of all white Tulips, with long petals, yellow anthers. 3 for 75c, dozen \$2.00, 100 for \$15.00.
INSURPASSABLE. Immense orchid lavender, white center. 3 for 75c, dozen \$2.00, 100 for \$15.00.
KING MAUVE. Purple mauve, edged white. 3 for 65c, dozen \$1.75, 100 for \$12.50.

MARJORIE BOWEN. Rose and apricot, yellow inside. 3 for 65c, dozen \$1.75, 100 for \$12.50.
MRS. JOHN F. SCHEEPERS. Stately tall golden yellow, one of the finest for southland gardens. 3 for 65c, dozen \$1.75, 100 for \$12.50.
THE BISHOP. Large tall violet. 3 for 75c, dozen \$2.00, 100 for \$15.00.
THE PEACH. Gorgeous peach red, white center. 3 for 75c, dozen \$2.00, 100 for \$15.00.

MAGNIFICENT DOUBLE TULIPS

Immense Double Blooms like Peonies, on Tall Strong Stems, extremely showy for bedding.
CLARA CARDER. Exquisite apple-blossom pink, exceptionally large. 3 for \$1.00, dozen \$2.50, 100 for \$18.00.
EROS. Very large, double old rose. 3 for 75c, dozen \$2.00, 100 for \$15.00.
MOUNT TACOMA. Giant white, strong stemmed. 3 for 75c, dozen \$2.00, 100 for \$15.00.
UNCLE TOM. Glossy mahogany red of fine form, outstanding. 3 for \$1.50, dozen \$3.50, 100 for \$25.00.
VALONA. Sensationally showy tulip—enormous double flowers of deep scarlet. Each 90c, 3 for \$2.50, dozen \$7.50.

The Lady Tulip

Tulipa Clusiana

Narrow pointed flowers of creamy white, striped crimson on outer petals. Grows 12 to 14 inches tall, charming in borders. 3 for 50c, dozen \$1.50, 100 for \$10.00.

How To Grow Gorgeous Long-Stemmed Tulips

Select only the largest size firm bulbs. Buy your bulbs early, and store in the refrigerator until November, or for 30 days. From mid-November through December is the best time for planting Tulips. Plant in sun or half-shade. Spade up soil to a depth of 12 inches and fertilize with bone meal, never manure. Plant bulbs at least 6 inches deep, in light soil, plant 8 inches deep. Cover with a mulch of peat moss, leaf mold or manure, and give bed a thorough, deep soaking right after bulbs are planted. Water lightly, to keep surface from drying out, until tulip leaves appear—then keep bed constantly moist, soaking it often and more thoroughly than most other flowers. Water must soak down at least six or eight inches to reach bulbs. Tulips require plenty of water to produce long stemmed blooms.



CENTIFOLIUM HYBRID LILIES

Paul J. Howard's New Opera Series PASTEL CANNAS

This new strain is distinguished by the immense open flowers, in new pastel hues not usually found in Cannas. Try the handsome deep green foliage, zesty, and true flowering habit of the plants.
LA BOHEME. Soft rosy peach.
LA TRAVIATA. Rich old rose.
MME. BUTTERFLY. Solid overlaid with soft pink.
RIGOLETTO. Lovely canary yellow.

PRICE of Pastel Cannas:
Each 75c, 3 for \$2.00, 10 for \$6.75

POPULAR CANNAS

ALEMANNIA. Bright red, margined yellow.
CITY OF PORTLAND. Large rose pink.
COPPER GIANT. Copper orange.
EUREKA. Creamy white.
FOREST FIRE. Immense flaming coral rose.
KING HUMBERT. Scarlet. Luscious foliage.
MRS. ALFRED CONARD. Salmon pink.
MRS. PIERRE S. DUPONT. Widespread, pink.
RICHARD WALLACE. Red flower with greenish shading.
THE PRESIDENT. Brilliant rose.

PRICE of Popular Cannas:
3 for 75c, dozen \$2.50, 100 for \$18.00

Rust Resistant SNAPDRAGONS

MAXIMUM. (3 ft. tall) Pink, Rose, Crimson, Orange, Scarlet, Copper, White, and Mixed Colors.

SUPER MAJESTIC. (1½ to 2 ft.) Light Pink, Rose Pink, Rose and Amber, Crimson, Orange, White, and Mixed Colors.

GIANT RUFFLED TETRA SNAPDRAGONS. Mixed Colors.

DWARF MAGIC CARPET. Short flower-spikes, pink shades.

Price of all Snapdragons, Pkt. 25c, 5 pkts. \$1.00

STOCKS

DOUBLE TEN WEEK BEDDING STOCKS. (1 ft.) Azure Blue, Dark Blue, Flesh, Deep Rose, Blood Red, White, and Mixed Colors.

GIANTS OF CALIFORNIA BRANCHING STOCKS. (2½ ft.) Blue, Lavender, Pink, Deep Rose, Rose, Carmine, Blood Red, Purple, and Mixed Colors.

Price of All Stocks, Pkt. 25c, 5 pkts. for \$1.00

SWEET PEAS

EARLY OR WINTER FLOWERING SPENCERS. For winter and summer bloom. One packet of seed will plant 5 feet of row; one ounce will plant 35 feet.

Bright Light, scarlet; **Celestial,** rose pink; **Helen Hayes,** scarlet; **Kate Smith,** rose; **Memory,** lavender; **Mrs. Douglas MacArthur,** salmon pink; **Othello,** maroon; **Oriental,** cream; **Treasure Island,** golden orange; **Triumph,** lilac; **Twees,** bright blue; **White Giant;** and **Mixed Colors.** Pkt. 25c, 5 pkts. for \$1.00, ½ oz. 40c, oz. 70c, ¼ lb. \$2.25.

PAUL J. HOWARD'S CALIFORNIA FLOWERLAND

11700 National Blvd., Los Angeles 64, California

California Flowerland CALLAS

CALLA

WHITE CALLA. (*Aethiopia*) Large waxy blooms for cut flowers and borders in shade. Plant in rich, well drained soil. Mammoth Bulbs: 2 for 75c, dozen \$3.75. Large Bulbs: 3 for 75c, dozen \$2.50.

GODFREY CALLA. White blooms of graceful form and medium size. 2 for 75c, dozen \$3.75.

BABY WHITE CALLA. Potted plants only. Each 50c, dozen \$5.00.

BLACK CALLA. (*Arum pictum*) Deep maroon blooms, odorless. Each 75c, 3 for \$2.00, dozen \$7.50.

PINK CALLA. Dainty light pink blooms of medium size. Each 60c, 3 for \$1.50, dozen \$5.00.

YELLOW CALLA. (*Elliottiana*) Foliage marked with silver. Grow in pots or shady beds. Mammoth Bulbs, each 75c, 3 for \$2.00, dozen \$7.50. Large Bulbs, each 45c, 3 for \$1.25, dozen \$4.50.

New Giant Calla **HERCULES**

One of the sensations of the plant world. Plants form large decorative clumps that may be grown as individual specimens or massed in the shade garden. Both foliage and blooms grow to a height of 4 feet or more. The rich glossy leaves are as ornamental and large as those of *Caladium*, *Elephant's Ear*.

The massive pure white flowers are of heavy texture, 10 inches across and somewhat flared, and are borne on towering stems, simply stunning in large flower arrangements.

The planting of *Hercules Callas* in front of our store has attracted great attention, and we are glad to be able to offer this fine variety. Plants only,

Each \$2.50, 3 for \$7.00

PAUL J. HOWARD'S CALIFORNIA FLOWERLAND
11700 National Blvd., Los Angeles 64, California

